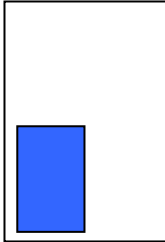


East Coast News

Advertising Rate Card



Quarter Page
 17 cm (H) X 13 cm (W)
(Approximately)



Placement	1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
Run of Page	\$1,000	\$900	\$850	\$800	\$750	\$600

** Subject to prevailing GST rates.*

Publication Schedule

Issues	Publication Date	Booking Deadline	Materials Deadline
Issue 64	Within 1 st week of February	By 3 rd week December	By 2 nd week January
Issue 65	Within 1 st week of April	By 3 rd week February	By 2 nd week March
Issue 66	Within the 1 st week of June	By 3 rd week of April	By 2 nd week May
Issue 67	Within the 1 st week of August	By 3 rd week of June	By 2 nd week of July
Issue 68	Within the 1 st week of October	By 3 rd week of August	By 2 nd week of September
Issue 69	Within the 1 st week of December	By 3 rd week of October	By 2 nd week of November

Artwork Specifications

Finished artwork is to be submitted in InnD format **and** Jpeg or tiff format with minimum 300 dpi.

East Coast News

Advertising Rate Card

Other Advertising Opportunities

Website banner advertising

Cost: \$300 per month

** Subject to prevailing GST rates.*

Include your company's advertising/promotion banner on our home page and create a direct link to our Website.

The image shows a screenshot of the East Coast Town Council website. At the top right, there are navigation links: [home](#) | [Giro Application Form](#) | [Site map](#) | [Contact us](#). The logo for East Coast Town Council is on the left, featuring a stylized building and sun. Below the logo is a dark blue navigation bar with the following menu items: [ABOUT US](#), [MEET YOUR MPs](#), [OUR TOWN](#), [OUR SERVICES](#), [PUBLICATIONS](#), [USEFUL LINKS](#), and [FEEDBACK](#). The main banner area has a light blue sky background with the text "Best Home, Brighter Future" in a white, cursive font. Below the text are three photographs: a group of people gathered around a table, a group of people sitting at a table, and a man pointing at a display board. At the bottom left of the banner is a cartoon character of a brown mole with a yellow body. To its right is a blue speech bubble containing the text: "Join the newest community portal at **MyHomeTown.SG** to connect with your fellow neighbours and share home living experience online! See you soon! :)". At the very bottom of the banner, there is a dark green bar with the following contact information: "Block 206 Bedok North Street 1 #01-353 Singapore 460206 Tel: 1800 444-9549 Fax: 6444-0775 E-mail: ecnet@ectc.org.sg".

East Coast News

Booking form

To: Public Relations Manager
East Coast Town Council

Booking:

<input type="checkbox"/>	Issue 64	Distribution in February 2009
<input type="checkbox"/>	Issue 65	Distribution in April 2009
<input type="checkbox"/>	Issue 66	Distribution in June 2009
<input type="checkbox"/>	Issue 67	Distribution in August 2009
<input type="checkbox"/>	Issue 68	Distribution in October 2009
<input type="checkbox"/>	Issue 69	Distribution in December 2009

(Please tick)

Format:

Placement	1) Quarter Page
Run of page	

(Please tick)

Website Banner advertising

Total Cost: _____

East Coast News

Booking form

Clauses

1. East Coast Town Council reserves the right to refuse or cancel advertisements if it is determined to be misleading, in bad taste, fraudulent, or otherwise determined unacceptable.
2. East Coast Town Council reserves the right to accept or reject an advertisement base on the availability of the advertising space.
3. All Advertisement orders are subject to acceptance in writing from the East Coast Town Council.
4. All cost incurred for the production and delivery of the advertisement and any other ancillary costs shall be borne by the Advertiser.
5. The placing of an Advertisement shall amount to an acceptance of these conditions. Any conditions stipulated on an order form or elsewhere by the Advertiser shall be void in so far as they are inconsistent with these conditions.

Booking form

Details:

Contact Name: _____

Company: _____

Address: _____

Contact Number: _____

Email: _____

I agree to the terms and conditions of advertising stated and take responsibility for delivery of finished artwork/film within the deadline.

Signature/Date:

Company Stamp:
